



**THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Applicant(s) :	Jonathan E. Lowthert et. al.		
	Group Art Unit:	2616	
Serial No. :	09/766,133	Examiner:	Raman, Usha
Filed :	January 19, 2001		
	Confirmation No.:	9485	
For :	Content With Advertisement Information Segment		

**AMENDMENT AND REPLY UNDER 37 C.F.R. § 1.111**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

Sir:

In response to the outstanding non-final Office action dated November 4, 2004, Applicants respectfully request reconsideration in view of the following Amendment and remarks.

**Amendments to the Claims** are reflected in the listing of claims that begins on page 3 of this paper.

**Remarks** begin on page 11 of this paper.

It is not believed that extensions of time are required beyond those that may otherwise be provided for in documents accompanying this paper. However, if additional extensions of time are necessary to prevent abandonment of this application, then such extensions of time are hereby petitioned under 37 C.F.R. § 1.136(a), and any fees required therefore are hereby

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Reply to non-final Office Action mailed on November 4, 2004**

authorized to be charged to Deposit Account No. 50-0221.